

Tips for Keeping it Simple

- Use bulleted statements.
- Keep messages concise.
- Use language familiar to participants. For example, use the words chicken or turkey instead of poultry.
- Write sentences in the active voice (as this sentence is). Sentences should not be written in the passive voice (as this sentence is).
- DO NOT USE ALL CAPITAL LETTERS; THEY ARE MUCH HARDER TO READ. Use of both upper and lower case letters is easier to read.
- Avoid fancy fonts that are hard to read. Some fonts that are easy to read include Helvetica, New Century Schoolbook, Optima, and Times new Roman. Serif fonts are easier to read than sans serif.
- Limit the number of fonts to two per page/document.
- Fonts should be 12 - 14 point.
- Sentences should be 25 words or less.
- Graphics should be relevant to text. Fruits and vegetables are a popular theme in nutrition, but they would be out of place in a publication discussing weaning.
- Graphics should have captions directly related to the message being conveyed.